

Investment in Coated Steel Manufacturer in Vietnam

JFE Shoji Trade Corporation (President : Naosuke Oda, hereinafter called JFE Shoji) has invested in Ton Dong A Corporation (hereinafter called TDA) , a major company manufacturing cold rolled steel and coated steel products in Vietnam, by acquiring shares of TDA, through the affiliated company, JFE Shoji Trade Vietnam Co., Ltd. (President : Masaki Tanaka) .

Vietnamese economy is steadily growing and the appearance consumption in steel products expanded to be the largest in ASEAN countries in 2015. The integrated steel works is scheduled to operate and consumption of steel products is expected to grow further in Vietnam. JFE shoji has decided the investment aiming to seize the expected growing market and to have business alliance in Vietnam.

TDA considers quality of raw material and its products as most important thing and purchases raw material from JFE Steel. Furthermore, TDA is currently extensively expanding its production capacity of cold rolled steel and coated steel and has sales strategy of expanding export not only to specific countries but also to a variety of countries, while TDA continues to supply its products mainly to domestic market in Vietnam.

JFE Shoji and TDA have shared sales strategy so far, and have built substantial relationship through supporting raw materials of hot rolled coil and exporting business of products of TDA etc. And through this investment, JFE Shoji and TDA will enhance to expand existing business and create new value further.

■Reference

- 1.Name : TON DONG A CORPORATION
- 2.Address : No.5, Road No.5 Song Than 1 Industrial Park, Di An Ward
Di An Town, Binh Duong, Vietnam
- 3.Establishment : In Nov. 1998
- 4.Business : Sales of cold rolled steel and coated steel products
- 5.Representative : Nguyen Thanh Trung
- 6.Number of employees : 947

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